

## Cellmid inks deal for anti-aging skin brand

04 April 2018 | News

**Fillerina is a world first, patented dermo-cosmetic filler treatment, which has been scientifically proven to reduce facial wrinkles and decrease the clinical signs of skin aging**



Cellmid Limited announced that it has entered into an agreement with Labo International S.r.l to undertake the exclusive distribution of Fillerina, a market leading Swiss anti-aging skincare brand, in Australia and New Zealand for up to an initial five years.

Fillerina is a world first, patented dermo-cosmetic filler treatment, which has been scientifically proven to reduce facial wrinkles, deliver measurable filling effect, increase facial volumes and decrease the clinical signs of skin aging.

It is the first non-invasive filler treatment with clinical study results published in a peer reviewed article<sup>i</sup> and it is a market leader in innovative, high-performance skincare within the fast-growing anti-aging cosmetics space globally.

Cellmid's Chief Executive Officer, Maria Halasz, said, "Our growth strategy for Advangen is focused on first in class, best in class, clinically validated anti-aging products for hair, skin and body. Having built a successful distribution network for our FGF5 inhibitor anti-aging hair products, Fillerina is an exciting addition to our consumer health business." The anti-aging cosmetics market is currently experiencing strong growth and is predicted to expand a further 24% by 2021<sup>ii</sup> in Australia. Fillerina is a strong fit with the Company's FGF5 inhibitor anti-aging haircare range with its innovative, patented technology.

Importantly, the Fillerin distribution agreement will generate efficiencies for Cellmid through the increased utilisation of the Company's existing evolix® national sales and digital marketing team that already has an extensive presence throughout major retail channels such as pharmacy and e-commerce. Cellmid expects that Fillerina will add significantly to the Company's profitability.

CEO of Labo International, Mr Marcel Leutzelschwab added: "We are excited to partner with Advangen for the exclusive distribution of our Fillerina product range in Australia and New Zealand. We believe that our product philosophy is perfectly aligned to maximise the market potential for Fillerina, which has become the leading dermo-cosmetic filler since its launch in 2013 in more than 40 countries worldwide." Under the terms of the agreement, Cellmid has been granted an exclusive

distribution license for a minimum period of three years extendable for another two years thereafter. Other relevant terms include joint distribution and sales targets and a close marketing collaboration between the parties